

## I. AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method of processing multiple electronic transactions at a hub server comprising:

Maintaining a vendor product information database of product information from multiple vendors at said hub server;

Said product information being accessible by a number of affiliate web sites;

Maintaining an affiliate web site database at said hub server;

Maintaining a buyer profile database of buyer information of one or more buyers, including a particular buyer, at said hub server;

Combining stored buyer information of said particular buyer with product selection from one of said affiliate sites upon a condition that a purchase request of said particular buyer is received, resulting in combined purchase order information being sent to the hub server; and,

Forwarding said combined purchase order information from said hub server to a vendor.

2. (Original) The method of claim 1 wherein said particular buyer information is stored in said buyer profile database during a first purchase by said particular buyer at an affiliate web site.

3. (Currently amended) The method of claim 1 wherein said step of forwarding said combined purchase order information from said hub server to a vendor ~~said particular buyer~~ comprises:

Dynamically creating computer code needed to submit a purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and,

Inserting said computer code into said web page with a tag.

4. (Currently amended) The method of claim 2 wherein said step of forwarding said combined purchase order information from said hub server to a vendor ~~said particular buyer~~ comprises:

Dynamically creating computer code needed to submit a purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and,

Inserting said computer code into said web page with a tag.

5. (Original) The method of claim 3 wherein said computer code is one or more of HTML code and JavaScript; and, wherein said tag is one or more of an <IFRAME> and JavaScript.

6. (Original) The method of claim 4 wherein said computer code is one or more of HTML code and JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript.

7. (Currently amended) A method of processing multiple electronic transactions at a hub server comprising:

Maintaining a vendor product information database of product information from multiple vendors at said hub server;

Said product information being accessible by a number of affiliate web sites;

Maintaining an affiliate web site database at said hub server;

Maintaining a buyer profile database of buyer billing and shipping information of one or more buyers, including a particular buyer, at said hub server;

Combining stored buyer billing and shipping information of said particular buyer with product selection received from one of said affiliate sites upon a condition that a purchase request of said particular buyer is received, resulting in combined purchase order information;

Recording said combined purchase order information at said hub server; and,

Forwarding said combined purchase order information from said hub server to a vendor.

8. (Original) The method of claim 7 wherein said particular buyer billing and shipping information is stored in said buyer profile database during a first purchase involving said particular buyer at an affiliate web site.

9. (Currently amended) The method of claim 7 wherein said step of forwarding said combined purchase order information from said hub server to a vendor ~~said particular buyer~~ comprises:

Dynamically creating computer code needed to submit a purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and,

Inserting said computer code into said web page with a tag.

130 ~~10.~~ (Currently amended) The method of claim 8 wherein said step of forwarding said combined purchase order information from said hub server to a vendor ~~said particular buyer~~ comprises:

Dynamically creating computer code needed to submit a purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and,

Inserting said computer code into said web page with a tag.

11. (Original) The method of claim 9 wherein said computer code is one or more of HTML code and JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript.

12. (Original) The method of claim 10 wherein said tag is one or more of an <IFRAME> and JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript.

13-17 (Cancelled).

18. (Original) A method of processing multiple electronic transactions at a hub server comprising:

Accessing vendor product information from a vendor web site;

Storing said product information at said hub server;

Transferring said product information to a number of affiliate web sites;

Receiving buyer billing and shipping information of one or more buyers, including a particular buyer, from affiliate web sites;

Storing said buyer billing and shipping information at said hub server;

Receiving a purchase request of said particular buyer from one of said affiliate web sites;

Combining said stored buyer billing and shipping information of said particular buyer with product selection information received from said affiliate site resulting in combined purchase order information; and,

Forwarding said combined purchase order information to said vendor.

19. (Original) A method of enabling multiple and different remote Internet resident affiliate web sites to allow users to effect purchases at a separate vendor web site comprising:

A. Storing, in a database at a hub server, specific buyer information, including billing and shipping information;

B. Generating a number of templates, each template corresponding to a product (or product category) to be displayed on an affiliate web page;

C. Receiving at said hub server, a cookie, said cookie identifying a prospective buyer, said affiliate site, said product and optionally said vendor site;

D. Dynamically creating a <FORM> including all information necessary to effect a purchase transaction;

E. Returning a picture of said product with a submit image and said <FORM> to said particular user; and,

F. Forwarding a purchase request for said product to be shipped to said buyer to a vendor upon a condition that said <FORM> is submitted to said hub server.

20. (Cancelled)

21. (Currently amended) The method of ~~claim 20~~ claim 19 further comprising:

G. Arranging said picture of said product and a submit image on screen such that a purchase request can be initiated by selecting said submit image.

22. (Currently amended) The method of ~~claim 20~~ claim 19 wherein said <form> includes product code, price, affiliate ID and vendor ID.

23. (Original) In system of electronic commerce in which a central hub server stands between a number of affiliate web sites and a number of vendor web sites to execute sales of vendor products featured on said affiliate web sites, a method comprising:

- associating a number of affiliate web sites with said hub server;
- selecting, at said affiliate web sites, products offered by vendors;
- displaying selected products to users on said affiliate web pages;
- causing identifiers of a buyer, an affiliate web site, a product, and a vendor site, to be sent to said hub server in response to a buyer that browses an affiliate web site clicking on a displayed vendor product ;

- searching a database at said hub server to find a picture of said product, its current price and previously stored credit information and shipping address of said buyer;

- sending, from said hub server to said particular user, a form including said picture of said product, its price and a submit icon superimposed on said picture;

- returning said form, from said buyer to said hub server, upon a condition that said buyer clicks on said submit icon;

- debiting, at said hub server, said buyer's credit card with said purchase price;

- crediting said vendor site with a sale less a commission credited to said affiliate site;

- submitting to said vendor all information necessary to make a purchase: product code, price, affiliate site, vendor ID, buyer ID and shipping address; and,

- processing said sale at said vendor site, including shipping said product to said shipping address in said form.

24. (Original) The method of claim 18 wherein said step of transferring said product information to a particular user includes selecting said product information randomly within a category.

25. (Original) The method of claim 19 wherein said step of generating a number of templates, each template corresponding to a product to be displayed at an affiliate web site includes selecting a product randomly within a category.

26. (Original) The method of claim 18 wherein said step of transferring said product information to a particular user includes selecting said product based on one or more of a buyer's profile, affiliate site and category.

27. (Original) The method of claim 19 wherein said step of generating a number of templates, each template corresponding to a product to be displayed at an affiliate web site includes selecting said product based on one or more of a buyer's profile, affiliate site and category.

28. (Original) The method of claim 1 wherein said step of forwarding said combined purchase order information from said hub server to a vendor includes selecting said vendor based on price or aggregation efficiency.

29. (Original) The method of claim 7 wherein said step of forwarding said combined purchase order information from said hub server to a vendor includes selecting said vendor based on price or aggregation efficiency.

30. (Previously amended) The method of claim 8 wherein said step of forwarding said combined purchase order information from said hub server to a vendor includes selecting said vendor based on price or aggregation efficiency.